51842 9715

Salem Slide Results for the New York Area

	AVG Cum Post Pd OCT-CURR	AVG Total 3Q97	Difference	AVG Wkly OCT	AVG Wkly NOV	AVG Wkly DEC	AVG Wkly Jan	AVG Wkly Feb	Wk Ending 12/21/97	Wk Ending 12/28/97	Wk Ending 1/4/98	Wk Ending 1/11/98	Wk Ending 1/18/98	Wk Ending 1/25/98	Wk Ending 2/1/98	Wk Ending 2/8/98
AIM CARTON VOLUME																
TOT INDUSTRY	1095595	1190914	-95319	1088110	1109075	1099358	1109635	1004129	1139298	1066562	1006278	1122461	1032034	1063606	1220437	1004129
TOT SALEM	37141	35790	1351	36014	38704	36748	38206	34241	40650	34636	29635	32417	34410	37399	48598	34241
SALEM BOX	7743	2559	5183	6280	8418	8123	8258	8395	8276	6619	4838	5393	7045	9961	10632	8395
SALEM SP	29399	33231	-3832	29733	30286	28625	29948	25846	32374	28017	24797	27024	27365	27438	37966	25846
SALEM NEW BOX	5568	260	5308	4042	6176	5957	6187	6330	5968	4595	2903	3347	4985	7889	8529	6330
FF 85 BOX (inc GOLD)	2291	84	2207	837	2690	3161	2639	2223	2796	2206	1432	1722	2169	3306	3360	2223
FF 100 BOX	775	1	774	1153	925	523	514	579	693	517	276	372	454	511	719	579
LT 85 BOX	1641	0	1641	1028	1640	1511	2313	2672	1542	1161	654	795	1670	3169	3620	2672
LT 100 BOX (exc Slims)	861	175	686	1024	922	762	721	856	937	711	541	458	692	903	830	856
FF 85 SP	8225	8776	-551	7980	9245	7458	8878	6592	9411	7114	6281	6846	6402	6757	15505	6592
FF 100 SP	4298	5023	-725	4406	4348	4313	4188	3927	4751	4106	3777	3883	4202	3998	4670	3927
LT 85 SP	7542	9029	-1487	8024	7509	7367	7419	6632	8142	7303	6231	7302	7250	7209	7914	6632
LT 100 SP	4960	5694	-734	5023	4853	4984	5054	4577	5427	4935	4357	4728	5057	5070	5362	4577
SLIM LTS 100 BOX	2175	2299	-124	2238	2241	2165	2070	2065	2308	2024	1935	2046	2060	2072	2103	2065
ULT 85 SP	2323	2502	-179	2290	2318	2335	2402	2134	2379	2375	2083	2350	2438	2417	2404	2134
ULT 100 SP	2050	2207	-157	2009	2015	2168	2007	1984	2264	2184	2068	1915	2016	1987	2111	1984
FF 100 PREFERRED	69	80	-11	70	60	70	77	58	48	58	67	91	86	60	71	58
LT 100 PREFERRED	188	223	-36	194	176	187	199	160	173	161	198	204	238	161	191	160
TOT NEWPORT	216075	234087	-18012	215769	220554	217167	214494	200560	213781	214153	206962	216955	197554	205631	237835	200560
NEWPORT BOX	210037	227558	-17522	209684	214579	211212	208241	194939	207138	208211	202111	210066	191395	199742	231759	194939
NEWPORT SP	6039	6529	-490	6084	5976	5955	6254	5621	6643	5942	4851	6889	6159	5889	6076	5621
FF 85 BOX	140351	151876	-11525	139470	143603	141657	139809	127388	138111	138322	136867	140847	128114	134125	156148	127388
FF 100 BOX	37582	40487	-2905	37909	38307	37639	36555	37374	36443	39123	34616	37229	34027	34937	40025	37374
LT 85 BOX	26289	28631	-2342	26591	26666	26221	26129	24245	26476	25551	25287	26543	23732	25097	29144	24245
LT 100 BOX	5814	6564	-749	5714	6002	5794	5749	5932	6108	5215	5341	5447	5522	5583	6442	5932
TOT KOOL	45804	43978	1826	45199	45387	45486	49242	38332	50895	39465	37999	67417	37378	40217	51954	38332
KOOL BOX	31309	29946	1363	32006	31451	31891	30285	28441	31002	28516	28240	31494	27994	29282	32371	28441
KOOL SP	14495	14032	463	13193	13937	13595	18956	9891	19893	10949	9759	35923	9384	10935	19583	9891
FF 85 BOX	16316	16137	179	16948	16384	16470	15784	14334	15987	15352	14570	16439	14147	15641	16907	14334
FF 100 BOX	10964	10163	800	10804	11087	11430	10625	10294	11284	9875	10330	11112	10175	9925	11289	10294
MILD 85 BOX	3163	2854	309	3337	3153	3157	3020	2937	2911	2645	2619	3068	2886	2786	3339	2937
MILD 100 BOX	866	791	75	917	848	835	857	876	820	644	721	875	786	930	836	876
TOT MOONLIGHT	284	510	-225	340	315	233	249	287	225	273	143	186	301	258	251	287
AIM SHARES																
TOT SALEM	3.39%	3.01%	0.38%	3.31%	3.49%	3.34%	3.44%	3.41%	3.57%	3.25%	2.95%	2.89%	3.33%	3.52%	3.98%	3.41%
SALEM BOX	0.71%	0.21%	0.49%	0.58%	0.76%	0.74%	0.74%	0.84%	0.73%	0.62%	0.48%	0.48%	0.68%	0.94%	0.87%	0.84%
SALEM SP	2.68%	2.79%	-0.11%	2.73%	2.73%	2.60%	2.70%	2.57%	2.84%	2.63%	2.46%	2.41%	2.65%	2.58%	3.11%	2.57%
SALEM NEW BOX	0.51%	0.02%	0.49%	0.37%	0.56%	0.54%	0.56%	0.63%	0.52%	0.43%	0.29%	0.30%	0.48%	0.74%	0.70%	0.63%
TOT NEWPORT	19.72%	19.66%	0.07%	19.83%	19.89%	19.75%	19.33%	19.97%	18.76%	20.08%	20.57%	19.33%	19.14%	19.33%	19.49%	19.97%
NEWPORT BOX	19.17%	19.11%	0.06%	19.27%	19.35%	19.21%	18.77%	19.41%	18.18%	19.52%	20.09%	18.71%	18.55%	18.78%	18.99%	19.41%
NEWPORT SP	0.55%	0.55%	0.00%	0.56%	0.54%	0.54%	0.56%	0.56%	0.58%	0.56%	0.48%	0.61%	0.60%	0.55%	0.50%	0.56%
TOT KOOL	4.18%	3.69%	0.49%	4.15%	4.09%	4.14%	4.44%	3.82%	4.47%	3.70%	3.78%	6.01%	3.62%	3.78%	4.26%	3.82%
KOOL BOX	2.86%	2.51%	0.34%	2.94%	2.84%	2.90%	2.73%	2.83%	2.72%	2.67%	2.81%	2.81%	2.71%	2.75%	2.65%	2.83%
KOOL SP	1.32%	1.18%	0.14%	1.21%	1.26%	1.24%	1.71%	0.99%	1.75%	1.03%	0.97%	3.20%	0.91%	1.03%	1.60%	0.99%
TOT MOONLIGHT	0.03%	0.04%	-0.02%	0.03%	0.03%	0.02%	0.02%	0.03%	0.02%	0.03%	0.01%	0.02%	0.03%	0.02%	0.02%	0.03%

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

51842 9716

Salem Slide Results for the New York Area

	AVG Cum Post Pd OCT-CURR	AVG Total 3Q97	Difference	AVG Wkly OCT	AVG Wkly NOV	AVG Wkly DEC	AVG Wkly Jan	AVG Wkly Feb	Wk Ending 12/28/97	Wk Ending 1/4/98	Wk Ending 1/11/98	Wk Ending 1/18/98	Wk Ending 1/25/98	Wk Ending 2/1/98	Wk Ending 2/8/98	Wk Ending 2/15/98
AIM CARTON VOLUME																
TOT INDUSTRY	1092904	1190914	-98011	1088110	1109075	1099359	909011	969687	1066562	1006285	1180057	1073688	1063846	1227464	1009867	929506
TOT SALEM	37130	35790	1340	36014	38704	36748	31394	33508	34636	29635	34956	35773	37399	48843	34455	32560
SALEM BOX	7755	2559	5196	6280	8418	8123	6689	7969	6619	4838	5649	7168	9961	10667	8407	7571
SALEM SP	29375	33231	-3856	29733	30286	28625	24705	25519	28017	24797	29307	28605	27438	38176	26048	24989
SALEM NEW BOX	5585	260	5325	4042	6178	5957	5007	5961	4595	2903	3536	5078	7889	8535	6330	5632
FF 85 BOX (inc GOLD)	2278	84	2194	.837	2690	3161	2123	2100	2206	1432	1764	2184	3306	3360	2223	1976
FF 100 BOX	763	1	762	1153	925	523	416	548	517	276	385	463	511	719	579	516
LT 85 BOX	1676	0	1676	1028	1640	1511	1868	2458	1161	654	843	1702	3169	3625	2672	2244
LT 100 BOX (exc Slims)	869	175	694	1024	922	762	601	876	711	541	544	729	903	831	856	896
FF 85 SP	8189	8776	-587	7980	9245	7458	7318	6508	7114	6281	7516	6775	6757	15544	6622	6394
FF 100 SP	4306	5023	-716	4406	4348	4313	3480	3870	4106	3777	4281	4427	3998	4695	3950	3790
LT 85 SP	7526	9029	-1503	8024	7509	7367	6117	6470	7303	6231	7838	7562	7209	7975	6683	6257
LT 100 SP	4989	5694	-705	5023	4853	4964	4182	4713	4935	4357	5154	5282	5070	5405	4629	4796
SLIM LTS 100 BOX	2170	2299	-129	2238	2241	2165	1681	2008	2024	1935	2113	2090	2072	2132	2077	1939
ULT 85 SP	2321	2502	-181	2290	2318	2335	1964	2096	2375	2083	2484	2493	2417	2428	2159	2033
ULT 100 SP	2044	2207	-163	2009	2015	2168	1643	1862	2184	2068	2034	2066	1987	2129	2005	1719
FF 100 PREFERRED	67	80	-13	70	60	70	62	52	58	67	91	86	60	71	58	46
LT 100 PREFERRED	185	223	-38	194	176	187	159	152	161	198	204	238	161	191	160	143
TOT NEWPORT	215951	234087	-18135	215769	220554	217167	177734	191731	214153	206964	232680	211627	205631	238731	201271	182192
NEWPORT BOX	209941	227558	-17617	209684	214579	211212	172668	186340	208211	202113	225560	205410	199742	232629	195612	177067
NEWPORT SP	6011	6529	-518	6084	5976	5955	5066	5392	5942	4851	7120	6217	5889	6102	5659	5125
FF 85 BOX	140314	151876	-11562	139470	143603	141657	115828	123551	138322	136869	151018	137331	134125	156665	127774	119327
FF 100 BOX	37552	40487	-2936	37909	38307	37539	30608	33762	39123	34616	40652	37259	34937	40191	37488	30035
LT 85 BOX	26255	28631	-2375	26591	26666	26221	21487	23474	25551	25287	28075	24962	25097	29302	24391	22556
LT 100 BOX	5819	6564	-745	5714	6002	5794	4745	5554	5215	5341	5815	5858	5583	6471	5959	5149
TOT KOOL	45663	43978	1685	45199	45387	45486	40536	37801	39465	37999	70481	39890	40217	52094	38435	37167
KOOL BOX	31386	29946	1440	32006	31451	31891	25113	28430	28516	28240	33811	30011	29282	32460	28501	28358
KOOL SP	14277	14032	245	13193	13937	13595	15424	9372	10949	9759	36670	9879	10935	19634	9934	8809
FF 85 BOX	16370	16137	233	16948	16364	16470	13082	14724	15352	14570	17642	15163	15641	16964	14355	15092
FF 100 BOX	10985	10163	822	10804	11087	11430	8845	9981	9675	10330	11982	11017	9925	11302	10328	9634
MILD 85 BOX	3168	2854	313	3337	3153	3157	2487	2918	2645	2619	3270	3020	2786	3358	2942	2893
MILD 100 BOX	863	791	72	917	848	835	699	808	644	721	917	811	930	836	876	739
TOT MOONLIGHT	287	510	-223	340	315	233	203	297	273	143	201	306	258	251	287	307
AIM SHARES																
TOT SALEM	3.40%	3.01%	0.39%	3.31%	3.49%	3.34%	3.45%	3.46%	3.25%	2.94%	2.96%	3.33%	3.52%	3.98%	3.41%	3.50%
SALEM BOX	0.71%	0.21%	0.49%	0.58%	0.76%	0.74%	0.74%	0.82%	0.62%	0.48%	0.48%	0.67%	0.94%	0.87%	0.83%	0.81%
SALEM SP	2.69%	2.79%	-0.10%	2.73%	2.73%	2.60%	2.72%	2.63%	2.63%	2.46%	2.48%	2.66%	2.58%	3.11%	2.58%	2.69%
SALEM NEW BOX	0.51%	0.02%	0.49%	0.37%	0.56%	0.54%	0.55%	0.62%	0.43%	0.29%	0.30%	0.47%	0.74%	0.70%	0.63%	0.61%
TOT NEWPORT	19.76%	19.66%	0.10%	19.83%	19.89%	19.75%	19.55%	19.77%	20.08%	20.57%	19.72%	19.71%	19.33%	19.45%	19.93%	19.60%
NEWPORT BOX	19.21%	19.11%	0.10%	19.27%	19.35%	19.21%	19.00%	19.22%	19.52%	20.09%	19.11%	19.13%	18.78%	18.95%	19.37%	19.05%
NEWPORT SP	0.55%	0.55%	0.00%	0.56%	0.54%	0.54%	0.56%	0.56%	0.56%	0.48%	0.60%	0.58%	0.55%	0.50%	0.56%	0.55%
TOT KOOL	4.18%	3.69%	0.49%	4.15%	4.09%	4.14%	4.46%	3.90%	3.70%	3.78%	5.97%	3.72%	3.78%	4.24%	3.81%	4.00%
KOOL BOX	2.87%	2.51%	0.36%	2.94%	2.84%	2.90%	2.76%	2.93%	2.67%	2.81%	2.87%	2.80%	2.75%	2.64%	2.82%	3.05%
KOOL SP	1.31%	1.18%	0.13%	1.21%	1.26%	1.24%	1.70%	0.97%	1.03%	0.97%	3.11%	0.92%	1.03%	1.60%	0.98%	0.95%
TOT MOONLIGHT	0.03%	0.04%	-0.02%	0.03%	0.03%	0.02%	0.02%	0.03%	0.03%	0.01%	0.02%	0.03%	0.02%	0.02%	0.03%	0.03%

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

51842 9717

Nassau

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	102	305	431	422	1740	1380	1201	505	268	0	782	782
Lt Sld Box	254	435	388	322	763	647	537	272	197	0	445	445
FF 100 Box	416	463	291	204	339	221	149	136	143	0	243	243
Lt 100 Box	333	382	260	275	299	285	208	466	312	76	311	235
King	1424	1213	1046	1175	1061	1051	1166	1427	1178	1525	1165	-361
100	740	804	600	776	693	647	787	1094	827	1008	779	-229
Lt King	1638	1502	1439	1471	1222	1490	1495	1961	1435	2118	1502	-616
Lt 100	1025	1078	952	974	839	916	1122	1404	1050	1326	1042	-285
Slim	596	630	507	556	553	532	612	595	567	685	569	-116
Ul King	743	725	741	755	583	722	736	785	819	892	733	-158
Ul 100	704	660	653	768	640	677	710	902	842	842	732	-110
Gold	19	26	20	38	1	14	11	28	19	25	20	-6
Pref 100	48	36	26	38	27	27	86	25	36	57	38	-19
Pref Lt 100	131	131	115	90	108	122	155	109	116	160	118	-42
Tot Salem	8173	8390	7469	7864	8868	8731	8975	9709	7809	8714	8477	-237
Salem SOM	3.21%	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.91%	3.38%	0.47%
Industry Vol	254961	259784	244128	256552	221213	239281	259164	278779	249548	299751	251056	-48695

Source: Division Level AIM 185 Reports

Revised: 1/21/98

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Manhattan 51842 9718

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	62	91	66	391	353	349	457	184	180	0	259	259
Lt Sld Box	81	121	58	332	203	237	221	164	96	0	179	179
FF 100 Box	103	120	45	124	88	90	82	59	60	0	84	84
Lt 100 Box	93	82	37	216	112	127	209	144	98	7	128	121
King	816	895	657	693	639	717	664	769	654	873	711	-162
100	455	482	340	346	366	448	381	509	382	502	407	-96
Lt King	797	824	660	675	613	774	744	756	599	881	706	-175
Lt 100	485	469	430	326	389	467	437	488	386	532	424	-108
Slim	214	225	229	223	191	256	215	279	198	218	227	9
Ul King	275	279	250	256	235	273	262	257	262	289	259	-30
Ul 100	212	185	216	196	200	195	231	214	181	220	202	-18
Gold	5	2	3	2	3	9	0	5	1	6	3	-2
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3599	3775	2991	3780	3392	3942	3903	3828	3097	3529	3589	60
Salem SOM	3.52%	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.12%	3.62%	0.51%
Industry Vol	102156	101485	100125	94712	84087	101489	99906	113549	96611	113106	98996	-14110

Source: Division Level AIM 185 Reports

Revised: 1/21/98

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Brooklyn

51842 9719

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	106	136	379	276	316	526	356	365	147	0	313	313
Lt Sld Box	87	164	181	141	151	201	159	162	100	0	157	157
FF 100 Box	125	163	105	63	62	27	56	57	35	0	71	71
Lt 100 Box	90	150	98	52	54	52	70	53	58	11	73	63
King	1085	1079	904	1252	961	937	1158	1106	857	1231	1032	-200
100	574	632	476	652	569	561	637	574	515	700	577	-123
Lt King	924	865	851	894	857	852	928	916	808	1068	871	-197
Lt 100	616	609	511	617	552	594	733	600	562	736	597	-139
Slim	247	317	289	303	226	208	285	266	245	262	267	5
Ul King	169	178	189	157	151	163	192	183	185	182	175	-7
Ul 100	170	164	166	176	170	152	200	161	201	183	174	-9
Gold	8	31	20	39	38	30	0	13	5	6	22	16
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4201	4488	4169	4622	4107	4303	4774	4456	3718	4380	4330	-50
Salem SOM	3.52%	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.33%	3.59%	0.26%
Industry Vol	119503	125866	116530	120681	114468	125127	121020	125151	115455	131359	120537	-10821

Source: Division Level AIM 185 Reports

Revised: 1/21/98

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Queens

51842 9720

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	296	220	329	352	677	1018	461	485	256	0	475	475
Lt Sld Box	338	322	285	413	435	483	332	357	267	0	362	362
FF 100 Box	218	274	238	134	158	173	150	179	117	0	178	178
Lt 100 Box	208	379	163	164	135	171	159	229	157	34	195	161
King	1283	1270	1166	8497	1044	977	1104	2892	999	1620	2244	624
100	711	675	668	778	613	543	748	889	633	894	693	-201
Lt King	1245	1230	1115	1427	1022	899	1167	1456	1087	1587	1175	-411
Lt 100	840	697	699	924	677	603	837	914	759	974	764	-210
Slim	372	425	324	368	317	310	351	372	329	400	350	-50
Ul King	315	303	328	356	275	255	360	384	374	406	329	-76
Ul 100	323	330	305	416	288	314	388	387	361	381	349	-33
Gold	18	45	11	288	144	145	109	42	19	25	100	75
Pref 100	18	11	5	19	7	7	22	15	21	17	13	-4
Pref Lt 100	48	32	29	35	33	38	27	53	26	52	34	-18
Tot Salem	6233	6213	5665	14171	5825	5936	6215	8654	5405	6390	7261	871
Salem SOM	3.76%	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	3.36%	4.36%	0.99%
Industry Vol	165926	165155	158053	185050	147716	155503	168625	187992	165289	190018	166673	-23345

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Total

51842 9721

Brand Style	Pipeline	Post DTS								Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	566	752	1205	1441	3086	3273	2475	1539	851	0	1828	1828
Lt Sld Box	761	1042	912	1208	1552	1568	1249	955	660	0	1143	1143
FF 100 Box	862	1020	679	525	647	511	437	431	355	0	576	576
Lt 100 Box	724	993	558	707	600	635	646	892	625	128	707	579
King	4608	4457	3773	11617	3705	3682	4092	6194	3688	5249	5151	-98
100	2481	2593	2084	2552	2241	2199	2553	3066	2357	3105	2456	-649
Lt King	4604	4421	4065	4467	3714	4015	4334	5089	3929	5654	4254	-1399
Lt 100	2966	2853	2592	2841	2457	2580	3129	3406	2757	3569	2827	-742
Slim	1429	1597	1349	1450	1287	1306	1463	1512	1339	1565	1413	-152
Ul King	1502	1485	1508	1524	1244	1413	1550	1609	1640	1768	1497	-272
Ul 100	1409	1339	1340	1556	1298	1338	1529	1664	1585	1626	1456	-170
Gold	50	104	54	367	186	198	120	88	44	62	145	83
Pref 100	66	47	31	57	34	34	108	40	57	74	51	-23
Pref Lt 100	179	163	144	125	141	160	182	162	142	213	152	-60
Tot Salem	22206	22866	20294	30437	22192	22912	23867	26647	20029	23012	23656	643
Salem SOM	3.46%	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	3.13%	3.71%	0.58%
Industry Vol	642546	652290	618836	656995	567484	621400	648715	705471	626903	734233	637262	-96972

Source: Division Level AIM 185 Reports

Revised: 1/21/98

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Nassau

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	102	305	431	422	1740	1380	1201	0	913	913
Lt Sld Box	0	254	435	388	322	763	647	537	0	515	515
FF 100 Box	0	416	463	291	204	339	221	149	0	278	278
Lt 100 Box	76	333	382	260	275	299	285	208	76	285	209
King	1525	1424	1213	1046	1175	1061	1051	1166	1525	1119	-406
100	1008	740	804	600	776	693	647	787	1008	718	-290
Lt King	2118	1638	1502	1439	1471	1222	1490	1495	2118	1437	-682
Lt 100	1326	1025	1078	952	974	839	916	1122	1326	980	-346
Slim	685	596	630	507	556	553	532	612	685	565	-120
Ul King	892	743	725	741	755	583	722	736	892	710	-181
Ul 100	842	704	660	653	768	640	677	710	842	685	-157
Gold	25	19	26	20	38	1	14	11	25	18	-7
Pref 100	57	48	36	26	38	27	27	86	57	40	-17
Pref Lt 100	160	131	131	115	90	108	122	155	160	120	-40
Tot Salem	8714	8173	8390	7469	7864	8868	8731	8975	8714	8383	-331
Salem SOM	2.91%	3.21%	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	2.91%	3.40%	0.49%
Industry Vol	299751	254961	259784	244128	256552	221213	239281	259164	299751	246687	-53064

51842 9722

Source: Division Level AIM 185 Reports

Revised: 1/9/98

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	62	91	66	391	353	349	457	0	285	285
Lt Sld Box	0	81	121	58	332	203	237	221	0	195	195
FF 100 Box	0	103	120	45	124	88	90	82	0	92	92
Lt 100 Box	7	93	82	37	216	112	127	209	7	131	123
King	873	816	895	657	693	639	717	664	873	711	-162
100	502	455	482	340	346	366	448	381	502	394	-109
Lt King	881	797	824	660	675	613	774	744	881	715	-166
Lt 100	532	485	469	430	326	389	467	437	532	420	-112
Slim	218	214	225	229	223	191	256	215	218	223	5
Ul King	289	275	279	250	256	235	273	262	289	259	-30
Ul 100	220	212	185	216	196	200	195	231	220	204	-16
Gold	6	5	2	3	2	3	9	0	6	3	-2
Pref 100	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3529	3599	3775	2991	3780	3392	3942	3903	3529	3631	102
Salem SOM	3.12%	3.52%	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.12%	3.74%	0.62%
Industry Vol	113106	102156	101485	100125	94712	84087	101489	99906	113106	96967	-16139

51842 9723

Source: Division Level AIM 185 Reports

Revised: 1/9/98

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Brooklyn

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	106	136	379	276	316	526	356	0	332	332
Lt Sld Box	0	87	164	181	141	151	201	159	0	166	166
FF 100 Box	0	125	163	105	63	62	27	56	0	79	79
Lt 100 Box	11	90	150	98	52	54	52	70	11	79	69
King	1231	1085	1079	904	1252	961	937	1158	1231	1049	-183
100	700	574	632	476	652	569	561	637	700	588	-112
Lt King	1068	924	865	851	894	857	852	928	1068	875	-193
Lt 100	736	616	609	511	617	552	594	733	736	603	-134
Slim	262	247	317	289	303	226	208	285	262	271	9
Ul King	182	169	178	189	157	151	163	192	182	172	-10
Ul 100	183	170	164	166	176	170	152	200	183	171	-12
Gold	6	8	31	20	39	38	30	0	6	26	20
Pref 100	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4380	4201	4488	4169	4622	4107	4303	4774	4380	4411	31
Salem SOM	3.33%	3.52%	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.33%	3.66%	0.32%
Industry Vol	131359	119503	125866	116530	120681	114468	125127	121020	131359	120615	-10743

51842 9724

Source: Division Level AIM 185 Reports

Revised: 1/9/98

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Queens

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/6	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	296	220	329	352	677	1018	461	0	510	510
Lt Sld Box	0	338	322	285	413	435	483	332	0	378	378
FF 100 Box	0	218	274	238	134	158	173	150	0	188	188
Lt 100 Box	34	208	379	163	164	135	171	159	34	195	161
King	1620	1283	1270	1166	8497	1044	977	1104	1620	2343	723
100	894	711	675	668	778	613	543	748	894	671	-224
Lt King	1587	1245	1230	1115	1427	1022	899	1167	1587	1143	-443
Lt 100	974	840	697	699	924	677	603	837	974	740	-234
Slim	400	372	425	324	368	317	310	351	400	349	-51
Ul King	406	315	303	328	356	275	255	360	406	313	-93
Ul 100	381	323	330	305	416	288	314	388	381	340	-41
Gold	25	18	45	11	288	144	145	109	25	124	99
Pref 100	17	18	11	5	19	7	7	22	17	12	-5
Pref Lt 100	52	48	32	29	35	33	38	27	52	32	-20
Tot Salem	6390	6233	6213	5665	14171	5825	5936	6215	6390	7338	948
Salem SOM	3.36%	3.76%	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	3.36%	4.49%	1.13%
Industry Vol	190018	165926	165155	158053	185050	147716	155503	168625	190018	163350	-26667

51842 9725

Source: Division Level AIM 185 Reports

Revised: 1/9/98

Total

Brand Style	Base Period	Pipeline	Post DTS						Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/6	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	566	752	1205	1441	3086	3273	2475	0	2039	2039
Lt Sld Box	0	761	1042	912	1208	1552	1568	1249	0	1255	1255
FF 100 Box	0	862	1020	679	525	647	511	437	0	637	637
Lt 100 Box	128	724	993	558	707	600	635	646	128	690	562
King	5249	4608	4457	3773	11617	3705	3682	4092	5249	5221	-28
100	3105	2481	2593	2084	2552	2241	2199	2553	3105	2370	-734
Lt King	5654	4604	4421	4065	4467	3714	4015	4334	5654	4169	-1484
Lt 100	3569	2966	2853	2592	2841	2457	2580	3129	3569	2742	-827
Slim	1565	1429	1597	1349	1450	1287	1306	1463	1565	1409	-156
Ul King	1768	1502	1485	1508	1524	1244	1413	1550	1768	1454	-314
Ul 100	1626	1409	1339	1340	1556	1298	1338	1529	1626	1400	-226
Gold	62	50	104	54	367	186	198	120	62	172	109
Pref 100	74	66	47	31	57	34	34	108	74	52	-22
Pref Lt 100	213	179	163	144	125	141	160	182	213	153	-60
Tot Salem	23012	22206	22866	20294	30437	22192	22912	23867	23012	23761	749
Salem SOM	3.13%	3.46%	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.13%	3.79%	0.65%
Industry Vol	734233	642546	652290	618836	656995	567484	621400	648715	734233	627620	-106613

51842 9726

Source: Division Level AIM 185 Reports

Revised: 1/9/98

51842 9727

SHIPMENTS
NY Intro Mkt
RJR Volume (000)

	3-Oct	10-Oct	17-Oct	24-Oct	31-Oct	7-Nov	14-Nov	21-Nov	28-Nov	5-Dec	12-Dec	Average Week Oct-97	Nov-97	3rd Qtr 1997	Cume 10/10 - 12/5	Diff
FF Sld Box	0	1164	426	510	180	402	2676	3540	114	306	210	500	1633	0	953	953
Lt Sld Box	0	1164	420	228	378	396	1050	1260	114	234	198	480	705	0	544	544
FF 100 Box	0	918	246	486	174	378	198	54	90	96	216	400	130	0	286	286
Lt 100 Box	24	876	270	420	156	198	366	84	102	120	210	379	187.5	27	280	253
King	1152	1548	1542	1668	1248	1776	1452	1500	1332	1272	1368	1457	1515	1685	1471	-214
100	780	804	828	883	816	888	804	1008	792	648	888	842	873	954	836	-117
Lt King	1404	1656	1524	1656	1524	1692	1428	1572	1308	1308	1428	1584	1500	1779	1510	-269
Lt 100	816	984	972	1056	852	984	960	1008	876	744	900	968	957	1057	934	-124
Slim	372	504	396	456	492	538	420	420	456	432	516	466	471	465	468	3
Ul King	534	450	456	486	486	420	456	522	390	432	552	472	447	499	465	-34
Ul 100	396	456	468	444	420	444	456	492	360	240	492	465	438	425	427	3
Gold	6	6	0	0	6	0	0	0	0	6	6	4	0	15	2	-13
Pref 100	18	6	18	13	12	18	24	0	0	13	18	16	10.5	13	13	0
Pref Lt 100	42	36	36	42	18	24	18	54	36	48	60	36	33	42	37	-5
Tot Salem	5544	10572	7602	8358	6762	8208	10308	11514	5970	5904		8059	9000	6961	8355	1394
Salem SOM												3.66		3.00		
Industry Volume												220380		231821		

Note: Industry Volume Is Not Available For Weekly Data; Addtionally, November Industry Is Not Available Until January.

SHIPS.XLS

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Nassau 51842 9728

Brand Style	Base Period	Pipeline	Post DTS					Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	102	305	431	422	1740	1380	0	856	856
Lt Sld Box	0	254	435	388	322	763	647	0	511	511
FF 100 Box	0	416	463	291	204	339	221	0	304	304
Lt 100 Box	76	333	382	260	275	299	285	76	300	224
King	1525	1424	1213	1046	1175	1061	1051	1525	1109	-416
100	1008	740	804	600	776	693	647	1008	704	-304
Lt King	2118	1638	1502	1439	1471	1222	1490	2118	1425	-693
Lt 100	1326	1025	1078	952	974	839	916	1326	952	-375
Slim	685	596	630	507	556	553	532	685	556	-129
Ul King	892	743	725	741	755	583	722	892	705	-186
Ul 100	842	704	660	653	768	640	677	842	680	-162
Gold	25	19	26	20	38	1	14	25	20	-6
Pref 100	57	48	36	26	38	27	27	57	31	-26
Pref Lt 100	160	131	131	115	90	108	122	160	113	-47
Tot Salem	8714	8173	8390	7469	7864	8868	8731	8714	8264	-450
Salem SOM	2.91%	3.21%	3.23%	3.06%	3.07%	4.01%	3.65%	2.91%	3.38%	0.48%
Industry Vol	299751	254961	259784	244128	256552	221213	239281	299751	244192	-55560

Source: Division Level AIM 185 Reports

Revised: 12/29/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Manhattan

51842 9729

Brand Style	Base Period	Pipeline	Post DTS					Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	62	91	66	391	353	349	0	250	250
Lt Sld Box	0	81	121	58	332	203	237	0	190	190
FF 100 Box	0	103	120	45	124	88	90	0	93	93
Lt 100 Box	7	93	82	37	216	112	127	7	115	107
King	873	816	895	657	693	639	717	873	720	-153
100	502	455	482	340	346	366	448	502	396	-106
Lt King	881	797	824	660	675	613	774	881	709	-172
Lt 100	532	485	469	430	326	389	467	532	416	-116
Slim	218	214	225	229	223	191	256	218	225	7
Ul King	289	275	279	250	256	235	273	289	259	-30
Ul 100	220	212	185	216	196	200	195	220	198	-21
Gold	6	5	2	3	2	3	9	6	4	-2
Pref 100	0	0	0	0	0	0		0	0	0
Pref Lt 100	0	0	0	0	0	0		0	0	0
Tot Salem	3529	3599	3775	2991	3780	3392	3942	3529	3576	47
Salem SOM	3.12%	3.52%	3.72%	2.99%	3.99%	4.03%	3.88%	3.12%	3.71%	0.59%
Industry Vol	113106	102156	101485	100125	94712	84087	101489	113106	96380	-16726

Source: Division Level AIM 185 Reports

Revised: 12/29/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Brooklyn

51842 9730

Brand Style	Base Period	Pipeline	Post DTS					Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	106	136	379	276	316	526	0	327	327
Lt Sld Box	0	87	164	181	141	151	201	0	168	168
FF 100 Box	0	125	163	105	63	62	27	0	84	84
Lt 100 Box	11	90	150	98	52	54	52	11	81	71
King	1231	1085	1079	904	1252	961	937	1231	1027	-205
100	700	574	632	476	652	569	561	700	578	-122
Lt King	1068	924	865	851	894	857	852	1068	864	-204
Lt 100	736	616	609	511	617	552	594	736	577	-160
Slim	262	247	317	289	303	226	208	262	269	7
Ul King	182	169	178	189	157	151	163	182	168	-14
Ul 100	183	170	164	166	176	170	152	183	166	-18
Gold	6	8	31	20	39	38	30	6	32	25
Pref 100	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0
Tot Salem	4380	4201	4488	4169	4622	4107	4303	4380	4338	-42
Salem SOM	3.33%	3.52%	3.57%	3.58%	3.83%	3.59%	3.44%	3.33%	3.60%	0.26%
Industry Vol	131359	119503	125866	116530	120681	114468	125127	131359	120534	-10824

Source: Division Level AIM 185 Reports

Revised: 12/29/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Queens

51842 9731

Brand Style	Base Period	Pipeline	Post DTS					Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	296	220	329	352	677	1018	0	519	519
Lt Sld Box	0	338	322	285	413	435	483	0	388	388
FF 100 Box	0	218	274	238	134	158	173	0	195	195
Lt 100 Box	34	208	379	163	164	135	171	34	202	168
King	1620	1283	1270	1166	8497	1044	977	1620	2591	971
100	894	711	675	668	778	613	543	894	655	-239
Lt King	1587	1245	1230	1115	1427	1022	899	1587	1139	-448
Lt 100	974	840	697	699	924	677	603	974	720	-254
Slim	400	372	425	324	368	317	310	400	349	-51
Ul King	406	315	303	328	356	275	255	406	303	-102
Ul 100	381	323	330	305	416	288	314	381	331	-51
Gold	25	18	45	11	288	144	145	25	127	101
Pref 100	17	18	11	5	19	7	7	17	10	-7
Pref Lt 100	52	48	32	29	35	33	38	52	33	-19
Tot Salem	6390	6233	6213	5665	14171	5825	5936	6390	7562	1172
Salem SOM	3.36%	3.76%	3.76%	3.58%	7.66%	3.94%	3.82%	3.36%	4.66%	1.30%
Industry Vol	190018	165926	165155	158053	185050	147716	155503	190018	162295	-27722

Source: Division Level AIM 185 Reports

Revised: 12/29/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Total

51842 9732

Brand Style	Base Period	Pipeline	Post DTS					Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	566	752	1205	1441	3086	3273	0	1951	1951
Lt Sld Box	0	761	1042	912	1208	1552	1568	0	1256	1256
FF 100 Box	0	862	1020	679	525	647	511	0	676	676
Lt 100 Box	128	724	993	558	707	600	635	128	699	571
King	5249	4608	4457	3773	11617	3705	3682	5249	5447	197
100	3105	2481	2593	2084	2552	2241	2199	3105	2334	-771
Lt King	5654	4604	4421	4065	4467	3714	4015	5654	4136	-1517
Lt 100	3569	2966	2853	2592	2841	2457	2580	3569	2665	-904
Slim	1565	1429	1597	1349	1450	1287	1306	1565	1398	-167
Ul King	1768	1502	1485	1508	1524	1244	1413	1768	1435	-333
Ul 100	1626	1409	1339	1340	1556	1298	1338	1626	1374	-252
Gold	62	50	104	54	367	186	198	62	182	119
Pref 100	74	66	47	31	57	34	34	74	41	-34
Pref Lt 100	213	179	163	144	125	141	160	213	147	-66
Tot Salem	23012	22206	22866	20294	30437	22192	22912	23012	23740	728
Salem SOM	3.13%	3.46%	3.51%	3.28%	4.63%	3.91%	3.69%	3.13%	3.81%	0.67%
Industry Vol	734233	642546	652290	618836	656995	567484	621400	734233	623401	-110832

Source: Division Level AIM 185 Reports

Revised: 12/29/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Nassau

51842 9733

Brand Style	Base Period	Pipeline	Post DTS				Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	102	305	431	422	1740	0	725	725
Lt Sld Box	0	254	435	388	322	763	0	477	477
FF 100 Box	0	416	463	291	204	339	0	324	324
Lt 100 Box	76	333	382	260	275	299	76	304	228
King	1525	1424	1213	1046	1175	1061	1525	1124	-401
100	1008	740	804	600	776	693	1008	718	-289
Lt King	2118	1638	1502	1439	1471	1222	2118	1409	-710
Lt 100	1326	1025	1078	952	974	839	1326	961	-366
Slim	685	596	630	507	556	553	685	562	-123
Ul King	892	743	725	741	755	583	892	701	-191
Ul 100	842	704	660	653	768	640	842	680	-162
Gold	25	19	26	20	38	1	25	21	-4
Pref 100	57	48	36	26	38	27	57	32	-25
Pref Lt 100	160	131	131	115	90	108	160	111	-49
Tot Salem	8714	8173	8390	7469	7864	8868	8714	8148	-566
Salem SOM	2.91%	3.21%	3.23%	3.06%	3.07%	4.01%	2.91%	3.32%	0.41%
Industry Vol	299751	254961	259784	244128	256552	221213	299751	245419	-54332

Source: Division Level AIM 185 Reports

Revised: 12/23/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Manhattan

51842 9734

Brand Style	Base Period	Pipeline	Post DTS				Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	62	91	66	391	353	0	225	225
Lt Sld Box	0	81	121	58	332	203	0	179	179
FF 100 Box	0	103	120	45	124	88	0	94	94
Lt 100 Box	7	93	82	37	216	112	7	112	104
King	873	816	895	657	693	639	873	721	-152
100	502	455	482	340	346	366	502	384	-119
Lt King	881	797	824	660	675	613	881	693	-188
Lt 100	532	485	469	430	326	389	532	404	-129
Slim	218	214	225	229	223	191	218	217	-1
Ul King	289	275	279	250	256	235	289	255	-34
Ul 100	220	212	185	216	196	200	220	199	-21
Gold	6	5	2	3	2	3	6	3	-3
Pref 100	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0
Tot Salem	3529	3599	3775	2991	3780	3392	3529	3485	-44
Salem SOM	3.12%	3.52%	3.72%	2.99%	3.99%	4.03%	3.12%	3.66%	0.54%
Industry Vol	113106	102156	101485	100125	94712	84087	113106	95102	-18004

Source: Division Level AIM 185 Reports

Revised: 12/23/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000.

Brooklyn

51842 9735

Brand Style	Base Period	Pipeline	Post DTS				Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	106	136	379	276	316	0	277	277
Lt Sld Box	0	87	164	181	141	151	0	159	159
FF 100 Box	0	125	163	105	63	62	0	98	98
Lt 100 Box	11	90	150	98	52	54	11	89	78
King	1231	1085	1079	904	1252	961	1231	1049	-182
100	700	574	632	476	652	569	700	582	-118
Lt King	1068	924	865	851	894	857	1068	867	-201
Lt 100	736	616	609	511	617	552	736	572	-164
Slim	262	247	317	289	303	226	262	284	22
Ul King	182	169	178	189	157	151	182	169	-13
Ul 100	183	170	164	166	176	170	183	169	-14
Gold	6	8	31	20	39	38	6	32	26
Pref 100	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0
Tot Salem	4380	4201	4488	4169	4622	4107	4380	4347	-33
Salem SOM	3.33%	3.52%	3.57%	3.58%	3.83%	3.59%	3.33%	3.64%	0.31%
Industry Vol	131359	119503	125866	116530	120681	114468	131359	119386	-11972

Source: Division Level AIM 185 Reports

Revised: 12/23/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Queens

51842 9736

Brand Style	Base Period	Pipeline	Post DTS				Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	296	220	329	352	677	0	395	395
Lt Sld Box	0	338	322	285	413	435	0	364	364
FF 100 Box	0	218	274	238	134	158	0	201	201
Lt 100 Box	34	208	379	163	164	135	34	210	176
King	1620	1283	1270	1166	8497	1044	1620	2994	1374
100	894	711	675	668	778	613	894	684	-211
Lt King	1587	1245	1230	1115	1427	1022	1587	1199	-388
Lt 100	974	840	697	699	924	677	974	749	-225
Slim	400	372	425	324	368	317	400	359	-41
Ul King	406	315	303	328	356	275	406	316	-90
Ul 100	381	323	330	305	416	288	381	335	-46
Gold	25	18	45	11	288	144	25	122	97
Pref 100	17	18	11	5	19	7	17	11	-7
Pref Lt 100	52	48	32	29	35	33	52	32	-20
Tot Salem	6390	6233	6213	5665	14171	5825	6390	7969	1579
Salem SOM	3.36%	3.76%	3.76%	3.58%	7.66%	3.94%	3.36%	4.86%	1.50%
Industry Vol	190018	165926	165155	158053	185050	147716	190018	163994	-26024

Source: Division Level AIM 185 Reports

Revised: 12/23/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Total

51842 9737

Brand Style	Base Period	Pipeline	Post DTS				Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	566	752	1205	1441	3086	0	1621	1621
Lt Sld Box	0	761	1042	912	1208	1552	0	1179	1179
FF 100 Box	0	862	1020	679	525	647	0	718	718
Lt 100 Box	128	724	993	558	707	600	128	715	587
King	5249	4608	4457	3773	11617	3705	5249	5888	639
100	3105	2481	2593	2084	2552	2241	3105	2368	-737
Lt King	5654	4604	4421	4065	4467	3714	5654	4167	-1487
Lt 100	3569	2966	2853	2592	2841	2457	3569	2686	-883
Slim	1565	1429	1597	1349	1450	1287	1565	1421	-144
Ul King	1768	1502	1485	1508	1524	1244	1768	1440	-328
Ul 100	1626	1409	1339	1340	1556	1298	1626	1383	-243
Gold	62	50	104	54	367	186	62	178	115
Pref 100	74	66	47	31	57	34	74	42	-32
Pref Lt 100	213	179	163	144	125	141	213	143	-69
Tot Salem	23012	22206	22866	20294	30437	22192	23012	23947	935
Salem SOM	3.13%	3.46%	3.51%	3.28%	4.63%	3.91%	3.13%	3.84%	0.70%
Industry Vol	734233	642546	652290	618836	656995	567484	734233	623901	-110332

Source: Division Level AIM 185 Reports

Revised: 12/23/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Nassau

51842 9738

Brand Style	Base Period	Pipeline (Not Included in Avg)					Post DTS		Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box							305	419	0	362	362
Lt Sld Box	0						435	370	0	403	403
FF 100 Box	0		4	712	648	716	463	284	0	374	374
Lt 100 Box	76	47	60	560	518	476	382	251	76	317	241
King	1525	1583	1877	1420	1241	994	1213	994	1525	1104	-422
100	1008	743	818	867	703	568	804	576	1008	690	-318
Lt King	2118	1616	1879	1822	1608	1255	1502	1373	2118	1438	-681
Lt 100	1326	967	1305	1166	1002	676	1078	900	1326	989	-337
Slim	685	577	630	580	565	617	630	486	685	558	-127
Ul King	892	749	773	762	690	734	725	721	892	723	-169
Ul 100	842	751	748	759	627	620	660	638	842	649	-193
Gold	25	33	23	15	12	12	26	20	25	23	-2
Pref 100	57	58	49	49	47	37	36	25	57	31	-27
Pref Lt 100	160	147	163	155	117	71	131	107	160	119	-41
Tot Salem	8714	7271	8329	8867	7778	6776	8390	7164	8714	7777	-937
Salem SOM	2.91%	2.82%	2.94%	3.48%	3.08%	3.02%	3.23%	3.01%	2.91%	3.13%	0.22%
Industry Vol	299751	257879	283341	254573	252478	224537	259784	237782	299751	248783	-50968

Source: Division Level AIM 185 Reports

Revised: 12/8/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Manhattan

51842 9739

Brand Style	Base Period	Pipeline (Not Included in Avg)					Post DTS		Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0						91	66	0	79	79
Lt Sld Box	0						121	58	0	90	90
FF 100 Box	0		36	121	161	150	120	45	0	83	83
Lt 100 Box	7	11	43	102	146	157	82	37	7	60	52
King	873	815	787	699	894	775	895	657	873	776	-97
100	502	467	449	347	486	453	482	340	502	411	-91
Lt King	881	825	754	717	838	767	824	660	881	742	-139
Lt 100	532	469	403	441	518	472	469	430	532	450	-83
Slim	218	237	206	181	217	224	225	229	218	227	9
Ul King	289	279	280	262	240	283	279	250	289	265	-25
Ul 100	220	210	227	192	195	202	185	216	220	201	-19
Gold	6	11	6	3	3	3	2	3	6	3	-3
Pref 100	0								0	0	0
Pref Lt 100	0								0	0	0
											0
Tot Salem	3529	3324	3191	3065	3698	3486	3775	2991	3529	3383	-146
Salem SOM	3.12%	3.30%	3.00%	3.31%	3.51%	3.58%	3.72%	2.99%	3.12%	3.36%	0.24%
Industry Vol	113106	100647	106350	92580	105274	97501	101485	100125	113106	100805	-12301

Source: Division Level AIM 185 Reports

Revised: 12/8/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Brooklyn

51842 9740

Brand Style	Base Period	Pipeline (Not Included in Avg)					Post DTS		Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0						136	379	0	258	258
Lt Sld Box	0						164	181	0	173	173
FF 100 Box	0		33	224	203	162	163	105	0	134	134
Lt 100 Box	11	4	41	180	137	94	150	98	11	124	113
King	1231	1253	1086	1181	922	946	1079	904	1231	992	-240
100	700	640	570	601	557	490	632	476	700	554	-146
Lt King	1068	1075	862	1001	861	798	865	851	1068	858	-210
Lt 100	736	700	577	650	602	537	609	511	736	560	-176
Slim	262	234	249	282	243	219	317	289	262	303	41
Ul King	182	164	183	143	217	137	178	189	182	184	2
Ul 100	183	163	161	202	175	151	164	166	183	165	-18
Gold	6	7	9	7	8	11	31	20	6	26	19
Pref 100	0								0	0	0
Pref Lt 100	0								0	0	0
Tot Salem	4380	4240	3771	4471	3925	3545	4488	4169	4380	4329	-51
Salem SOM	3.33%	3.50%	3.21%	3.61%	3.36%	3.07%	3.57%	3.58%	3.33%	3.57%	0.24%
Industry Vol	131359	121025	117379	123767	116848	115409	125866	116530	131359	121198	-10161

Source: Division Level AIM 185 Reports

Revised: 12/8/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Queens

51842 9741

Brand Style	Base Period	Pipeline (Not Included in Avg)					Post DTS		Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0						220	281	0	251	251
Lt Sld Box	0						322	251	0	287	287
FF 100 Box	0		94	388	312	297	274	225	0	250	250
Lt 100 Box	34	16	43	423	266	298	379	150	34	265	231
King	1620	1409	1282	1149	1380	1150	1270	1020	1620	1145	-475
100	894	731	734	581	820	672	675	595	894	635	-259
Lt King	1587	1320	1131	1194	1414	1150	1230	972	1587	1101	-486
Lt 100	974	834	785	729	1043	781	697	631	974	664	-310
Slim	400	385	371	353	342	391	425	288	400	357	-43
Ul King	406	322	352	303	305	290	303	307	406	305	-101
Ul 100	381	321	348	299	310	323	330	283	381	307	-75
Gold	25	12	34	8	9	25	45	9	25	27	2
Pref 100	17	20	18	13	18	20	11	5	17	8	-9
Pref Lt 100	52	46	63	45	38	50	32	22	52	27	-25
Tot Salem	6390	5416	5255	5485	6257	5447	6213	5039	6390	5626	-764
Salem SOM	3.36%	3.27%	2.92%	3.42%	3.74%	3.53%	3.76%	3.42%	3.36%	3.60%	0.24%
Industry Vol	190018	165542	179761	160206	167439	154292	165155	147399	190018	156277	-33741

Source: Division Level AIM 185 Reports

Revised: 12/8/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Total

51842 9742

Brand Style	Base Period	Pipeline (Not Included in Avg)					Post DTS		Base vs. Test		
Volume in Cartons	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	0	0	0	0	0	0	752	1145	0	949	949
Lt Sld Box	0	0	0	0	0	0	1042	860	0	951	951
FF 100 Box	0	0	167	1445	1324	1325	1020	659	0	840	840
Lt 100 Box	128	78	187	1265	1067	1025	993	536	128	765	637
King	5249	5060	5032	4449	4437	3865	4457	3575	5249	4016	-1233
100	3105	2581	2571	2396	2566	2183	2593	1987	3105	2290	-815
Lt King	5654	4836	4626	4734	4721	3970	4421	3856	5654	4139	-1515
Lt 100	3569	2970	3070	2986	3165	2466	2853	2472	3569	2663	-906
Slim	1565	1433	1456	1396	1367	1451	1597	1292	1565	1445	-120
Ul King	1768	1514	1588	1470	1452	1444	1485	1467	1768	1476	-292
Ul 100	1626	1445	1484	1452	1307	1296	1339	1303	1626	1321	-305
Gold	62	63	72	33	32	51	104	52	62	78	16
Pref 100	74	78	67	62	65	57	47	30	74	39	-36
Pref Lt 100	213	193	226	200	155	121	163	129	213	146	-67
Tot Salem	23012	20251	20546	21888	21658	19254	22866	19363	23012	21115	-1898
Salem SOM	3.13%	3.14%	2.99%	3.47%	3.37%	3.25%	3.51%	3.22%	3.13%	3.37%	0.23%
Industry Vol	734233	645093	686831	631126	642039	591739	652290	601836	734233	627063	-107170

Source: Division Level AIM 185 Reports

Revised: 12/8/97

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Nassau

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box							305	419		0	362	362
Lt Sld Box	0						435	370		0	403	403
FF 100 Box	0		4	712	648	716	463	284		347	374	27
Lt 100 Box	76	47	60	560	518	476	382	251		289	317	27
King	1525	1583	1877	1420	1241	994	1213	994		1440	1104	-337
100	1008	743	818	867	703	568	804	576		784	690	-94
Lt King	2118	1616	1879	1822	1608	1255	1502	1373		1716	1438	-279
Lt 100	1326	967	1305	1166	1002	676	1078	900		1074	989	-85
Slim	685	577	630	580	565	617	630	486		609	558	-51
Ul King	892	749	773	762	690	734	725	721		767	723	-44
Ul 100	842	751	748	759	627	620	660	638		724	649	-75
Gold	25	33	23	15	12	12	26	20		20	23	3
Pref 100	57	58	49	49	47	37	36	25		50	31	-19
Pref Lt 100	160	147	163	155	117	71	131	107		136	119	-17
Tot Salem	8714	7271	8329	8867	7778	6776	8390	7164	0	7956	7777	-179
Salem SOM	2.91%	2.82%	2.94%	3.48%	3.08%	3.02%	3.23%	3.01%	#DIV/0!	3.04%	3.13%	0.09%
Industry Vol	299751	257879	283341	254573	252478	224537	259784	237782		262093	248783	-13310

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Manhattan

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	0						91	66		0	79	79
Lt Sld Box	0						121	58		0	90	90
FF 100 Box	0		36	121	161	150	120	45		78	83	5
Lt 100 Box	7	11	43	102	146	157	82	37		78	60	-18
King	873	815	787	699	894	775	895	657		807	776	-31
100	502	467	449	347	486	453	482	340		451	411	-40
Lt King	881	825	754	717	838	767	824	660		797	742	-55
Lt 100	532	469	403	441	518	472	469	430		473	450	-23
Slim	218	237	206	181	217	224	225	229		214	227	13
Ul King	289	279	280	262	240	283	279	250		272	265	-8
Ul 100	220	210	227	192	195	202	185	216		208	201	-7
Gold	6	11	6	3	3	3	2	3		5	3	-3
Pref 100	0									0	0	0
Pref Lt 100	0									0	0	0
												0
Tot Salem	3529	3324	3191	3065	3698	3486	3775	2991	0	3382	3383	1
Salem SOM	3.12%	3.30%	3.00%	3.31%	3.51%	3.58%	3.72%	2.99%	#DIV/0!	3.30%	3.36%	0.06%
Industry Vol	113106	100647	106350	92580	105274	97501	101485	100125		102576	100805	-1771

51842 9744

Brooklyn

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	0						136	379		0	258	258
Lt Sld Box	0						164	181		0	173	173
FF 100 Box	0		33	224	203	162	163	105		104	134	30
Lt 100 Box	11	4	41	180	137	94	150	98		78	124	46
King	1231	1253	1086	1181	922	946	1079	904		1103	992	-112
100	700	640	570	601	557	490	632	476		593	554	-39
Lt King	1068	1075	862	1001	861	798	865	851		944	858	-86
Lt 100	736	700	577	650	602	537	609	511		634	560	-74
Slim	262	234	249	282	243	219	317	289		248	303	55
Ul King	182	164	183	143	217	137	178	189		171	184	13
Ul 100	183	163	161	202	175	151	164	166		173	165	-8
Gold	6	7	9	7	8	11	31	20		8	26	17
Pref 100	0									0	0	0
Pref Lt 100	0									0	0	0
										0	0	0
Tot Salem	4380	4240	3771	4471	3925	3545	4488	4169		4055	4329	273
Salem SOM	3.33%	3.50%	3.21%	3.61%	3.36%	3.07%	3.57%	3.58%	#DIV/0!	3.35%	3.57%	0.22%
Industry Vol	131359	121025	117379	123767	116848	115409	125866	116530		120964	121198	234

51842 9745

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Queens

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	0						220	281		0	251	251
Lt Sld Box	0						322	251		0	287	287
FF 100 Box	0		94	388	312	297	274	225		182	250	68
Lt 100 Box	34	16	43	423	266	298	379	150		180	265	85
King	1620	1409	1282	1149	1380	1150	1270	1020		1332	1145	-187
100	894	731	734	581	820	672	675	595		739	635	-104
Lt King	1587	1320	1131	1194	1414	1150	1230	972		1299	1101	-198
Lt 100	974	834	785	729	1043	781	697	631		858	664	-194
Slim	400	385	371	353	342	391	425	288		374	357	-17
Ul King	406	322	352	303	305	290	303	307		330	305	-25
Ul 100	381	321	348	299	310	323	330	283		330	307	-24
Gold	25	12	34	8	9	25	45	9		19	27	8
Pref 100	17	20	18	13	18	20	11	5		18	8	-10
Pref Lt 100	52	46	63	45	38	50	32	22		49	27	-22
										0		0
Tot Salem	6390	5416	5255	5485	6257	5447	6213	5039		5708	5626	-82
Salem SOM	3.36%	3.27%	2.92%	3.42%	3.74%	3.53%	3.76%	3.42%	#DIV/0!	3.37%	3.60%	0.23%
Industry Vol	190018	165542	179761	160206	167439	154292	165155	147399		169543	156277	-13266

51842 9746

Total

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	0	0	0	0	0	0	752	1145	0	0	949	949
Lt Sld Box	0	0	0	0	0	0	1042	860	0	0	951	951
FF 100 Box	0	0	167	1445	1324	1325	1020	659	0	710	840	129
Lt 100 Box	128	78	187	1265	1067	1025	993	536	0	625	765	140
King	5249	5060	5032	4449	4437	3865	4457	3575	0	4682	4016	-666
100	3105	2581	2571	2396	2566	2183	2593	1987	0	2567	2290	-277
Lt King	5654	4836	4626	4734	4721	3970	4421	3856	0	4757	4139	-618
Lt 100	3569	2970	3070	2986	3165	2466	2853	2472	0	3038	2663	-375
Slim	1565	1433	1456	1396	1367	1451	1597	1292	0	1445	1445	0
Ul King	1768	1514	1588	1470	1452	1444	1485	1467	0	1539	1476	-63
Ul 100	1626	1445	1484	1452	1307	1296	1339	1303	0	1435	1321	-114
Gold	62	63	72	33	32	51	104	52	0	52	78	26
Pref 100	74	78	67	62	65	57	47	30	0	67	39	-29
Pref Lt 100	213	193	226	200	155	121	163	129	0	185	146	-39
											0	
Tot Salem	23012	20251	20546	21888	21658	19254	22866	19363	0	21102	21115	13
Salem SOM	3.13%	3.14%	2.99%	3.47%	3.37%	3.25%	3.51%	3.22%	#DIV/0!	3.22%	3.37%	0.15%
Industry Vol	734233	645093	686831	631126	642039	591739	652290	601836	0	655177	627063	-28114

51842 9747

Nassau

Revised 12/5

51842 9748

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box							305			0	305	305
Lt Sld Box	0						435			0	435	435
FF 100 Box	0		4	712	648	716	463			347	463	116
Lt 100 Box	76	47	60	560	518	476	382			289	382	93
King	1525	1583	1877	1420	1241	994	1213			1440	1213	-227
100	1008	743	818	867	703	568	804			784	804	20
Lt King	2118	1616	1879	1822	1608	1255	1502			1716	1502	-214
Lt 100	1326	967	1305	1166	1002	676	1078			1074	1078	4
Slim	685	577	630	580	565	617	630			609	630	21
Ul King	892	749	773	762	690	734	725			767	725	-42
Ul 100	842	751	748	759	627	620	660			724	660	-64
Gold	25	33	23	15	12	12	26			20	26	6
Pref 100	57	58	49	49	47	37	36			50	36	-14
Pref Lt 100	160	147	163	155	117	71	131			136	131	-5
												0
Tot Salem	8714	7271	8329	8867	7778	6776	8390			7956	8390	434
Salem SOM	2.91%	2.82%	2.94%	3.48%	3.08%	3.02%	3.23%	#DIV/0!	#DIV/0!	3.04%	3.23%	0.19%
Industry Vol	299751	257879	283341	254573	252478	224537	259784			262093	259784	-2309

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Manhattan

51842 9749

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	0						91			0	91	91
Lt Sld Box	0						121			0	121	121
FF 100 Box	0		36	121	161	150	120			78	120	42
Lt 100 Box	7	11	43	102	146	157	82			78	82	4
King	873	815	787	699	894	775	895			807	895	88
100	502	467	449	347	486	453	482			451	482	31
Lt King	881	825	754	717	838	767	824			797	824	27
Lt 100	532	469	403	441	518	472	469			473	469	-4
Slim	218	237	206	181	217	224	225			214	225	11
Ul King	289	279	280	262	240	283	279			272	279	7
Ul 100	220	210	227	192	195	202	185			208	185	-23
Gold	6	11	6	3	3	3	2			5	2	-3
Pref 100	0									0	0	0
Pref Lt 100	0									0	0	0
										0	0	0
Tot Salem	3529	3324	3191	3065	3698	3486	3775			3382	3775	393
Salem SOM	3.12%	3.30%	3.00%	3.31%	3.51%	3.58%	3.72%	#DIV/0!	#DIV/0!	3.30%	3.72%	0.42%
Industry Vol	113106	100647	106350	92580	105274	97501	101485			102576	101485	-1091

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Brooklyn

51842 9750

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	0						136			0	136	136
Lt Sld Box	0						164			0	164	164
FF 100 Box	0		33	224	203	162	163			104	163	59
Lt 100 Box	11	4	41	180	137	94	150			78	150	72
King	1231	1253	1086	1181	922	946	1079			1103	1079	-24
100	700	640	570	601	557	490	632			593	632	39
Lt King	1068	1075	862	1001	861	798	865			944	865	-79
Lt 100	736	700	577	650	602	537	609			634	609	-25
Slim	262	234	249	282	243	219	317			248	317	69
Ul King	182	164	183	143	217	137	178			171	178	7
Ul 100	183	163	161	202	175	151	164			173	164	-9
Gold	6	7	9	7	8	11	31			8	31	23
Pref 100	0									0	0	0
Pref Lt 100	0									0	0	0
										0	0	0
Tot Salem	4380	4240	3771	4471	3925	3545	4488			4055	4488	433
Salem SOM	3.33%	3.50%	3.21%	3.61%	3.36%	3.07%	3.57%	#DIV/0!	#DIV/0!	3.35%	3.57%	0.21%
Industry Vol	131359	121025	117379	123767	116848	115409	125866			120964	125866	4902

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Queens

51842 9751

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	0						220			0	220	220
Lt Sld Box	0						322			0	322	322
FF 100 Box	0		94	388	312	297	274			182	274	92
Lt 100 Box	34	16	43	423	266	298	379			180	379	199
King	1620	1409	1282	1149	1380	1150	1270			1332	1270	-62
100	894	731	734	581	820	672	675			739	675	-64
Lt King	1587	1320	1131	1194	1414	1150	1230			1299	1230	-69
Lt 100	974	834	785	729	1043	781	697			858	697	-161
Slim	400	385	371	353	342	391	425			374	425	51
Ul King	406	322	352	303	305	290	303			330	303	-27
Ul 100	381	321	348	299	310	323	330			330	330	0
Gold	25	12	34	8	9	25	45			19	45	26
Pref 100	17	20	18	13	18	20	11			18	11	-7
Pref Lt 100	52	46	63	45	38	50	32			49	32	-17
										0	0	0
Tot Salem	6390	5416	5255	5485	6257	5447	6213			5708	6213	505
Salem SOM	3.36%	3.27%	2.92%	3.42%	3.74%	3.53%	3.76%	#DIV/0!	#DIV/0!	3.37%	3.76%	0.40%
Industry Vol	190018	165542	179761	160206	167439	154292	165155			169543	165155	-4388

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Total

51842 9752

Brand Style	13 wk avg 6/29/97 - 9/27/97	w/e 10/4	w/e 10/11	w/e 10/18	w/e 10/25	w/e 11/1	w/e 11/8	w/e 11/15	w/e 11/22	WK AVG prior to 11/3/97	WK AVG since 11/3/97	Diff
FF Sld Box	0	0	0	0	0	0	752	0	0	0	752	752
Lt Sld Box	0	0	0	0	0	0	1042	0	0	0	1042	1042
FF 100 Box	0	0	167	1445	1324	1325	1020	0	0	710	1020	310
Lt 100 Box	128	78	187	1265	1067	1025	993	0	0	625	993	368
King	5249	5060	5032	4449	4437	3865	4457	0	0	4682	4457	-225
100	3105	2581	2571	2396	2566	2183	2593	0	0	2567	2593	26
Lt King	5654	4836	4626	4734	4721	3970	4421	0	0	4757	4421	-336
Lt 100	3569	2970	3070	2986	3165	2466	2853	0	0	3038	2853	-185
Slim	1565	1433	1456	1396	1367	1451	1597	0	0	1445	1597	152
Ul King	1768	1514	1588	1470	1452	1444	1485	0	0	1539	1485	-54
Ul 100	1626	1445	1484	1452	1307	1296	1339	0	0	1435	1339	-96
Gold	62	63	72	33	32	51	104	0	0	52	104	52
Pref 100	74	78	67	62	65	57	47	0	0	67	47	-20
Pref Lt 100	213	193	226	200	155	121	163	0	0	185	163	-22
Tot Salem	23012	20251	20546	21888	21658	19254	22866	0	0	21102	22866	1764
Salem SOM	3.13%	3.14%	2.99%	3.47%	3.37%	3.25%	3.51%	#DIV/0!	#DIV/0!	3.22%	3.51%	0.28%
Industry Vol	734233	645093	686831	631126	642039	591739	652290	0	0	655177	652290	-2887

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

Salem Slide Results for the New York Area

51842 9753

	AVG Cum Post Pd OCT-CURR	AVG Total 3Q97	Difference	AVG Wkly OCT	AVG Wkly NOV	AVG Wkly DEC	Wk Ending 11/30/97	Wk Ending 12/7/97	Wk Ending 12/14/97	Wk Ending 12/21/97	Wk Ending 12/28/97	Wk Ending 1/4/98	Wk Ending 1/11/98	Wk Ending 1/18/98
AIM CARTON VOLUME														
TOT INDUSTRY	1081709	1190902	-109193	1070655	1082123	1100621	982593	1109174	1115201	1139262	1066552	998940	1174596	1021857
TOT SALEM	35842	35789	53	34862	37705	36086	34433	39181	37941	40648	34635	29405	34705	31825
SALEM BOX	7301	2559	4742	6157	8343	7675	10095	11488	9260	8276	6619	4823	5582	6618
SALEM SP	28540	33230	-4689	28705	29363	28411	24338	27693	28681	32372	28016	24582	29123	25207
SALEM NEW BOX	5135	260	4875	3948	6146	5534	8099	9243	7012	5968	4595	2896	3488	4632
FF 85 BOX (inc GOLD)	2145	84	2061	813	2681	2924	4196	5429	3920	2796	2206	1429	1764	1988
FF 100 BOX	808	1	808	1153	925	501	886	668	462	693	517	274	392	463
LT 85 BOX	1351	0	1351	1028	1640	1399	2160	2324	1869	1542	1161	654	843	1520
LT 100 BOX (exc Slims)	830	175	655	953	900	710	857	822	761	937	711	539	489	661
FF 85 SP	7833	8775	-942	7755	9036	7397	6353	6936	7205	9410	7114	6236	7479	6033
FF 100 SP	4205	5023	-818	4239	4186	4260	3650	4136	4548	4751	4106	3750	4266	3786
LT 85 SP	7381	9029	-1647	7665	7247	7360	6297	7503	7219	8142	7302	6165	7828	6631
LT 100 SP	4813	5694	-881	4828	4680	4954	4188	4829	5117	5426	4935	4311	5104	4425
SLIM LTS 100 BOX	2167	2299	-133	2209	2197	2141	1996	2245	2248	2308	2024	1927	2094	1986
ULT 85 SP	2291	2502	-211	2256	2260	2325	2031	2275	2421	2379	2375	2071	2430	2381
ULT 100 SP	2017	2207	-190	1961	1954	2116	1819	2014	2171	2264	2184	2049	2016	1951
FF 100 PREFERRED	65	80	-15	67	50	70	39	43	111	48	58	67	91	86
LT 100 PREFERRED	183	223	-40	186	162	186	152	186	196	173	161	198	204	238
TOT NEWPORT	215809	234083	-18275	214333	218291	218542	200905	226355	219379	213767	214149	205560	232044	196858
NEWPORT BOX	209770	227555	-17785	208279	212379	212425	195403	220298	213198	207124	208207	200751	224971	190860
NEWPORT SP	6039	6528	-490	6054	5912	6118	5502	6057	6181	6643	5942	4809	7073	5998
FF 85 BOX	140295	151875	-11580	138631	142314	142479	131689	148242	143573	138101	138320	135980	150656	127432
FF 100 BOX	37608	40487	-2879	37701	37969	37864	34654	39676	37067	36443	39122	34327	40548	34162
LT 85 BOX	26121	28630	-2509	26286	26182	26332	23927	26452	26397	26472	25550	25146	27976	23787
LT 100 BOX	5747	6564	-817	5661	5915	5750	5133	5928	6161	6108	5215	5298	5791	5479
TOT KOOL	46090	43977	2113	44972	45038	49372	39890	54277	43578	50694	39465	37778	70238	36201
KOOL BOX	31503	29946	1557	31911	31312	32048	30242	40222	30882	31001	28516	28068	33599	26958
KOOL SP	14587	14032	555	13061	13726	17324	9648	14055	12696	19893	10949	9710	36639	9243
FF 85 BOX	16421	16137	284	16881	16279	16581	15893	20556	15565	15986	15352	14483	17541	13739
FF 100 BOX	11048	10163	884	10788	11058	11467	10721	14316	11114	11284	9875	10281	11930	9788
MILD 85 BOX	3169	2854	315	3324	3128	3154	2902	4509	3060	2911	2645	2590	3211	2646
MILD 100 BOX	865	791	74	917	848	847	726	841	1143	820	644	714	917	785
TOT MOONLIGHT	288	510	-221	340	315	227	303	258	264	225	273	143	201	291
AIM SHARES														
TOT SALEM	3.31%	3.01%	0.31%	3.26%	3.48%	3.28%	3.50%	3.53%	3.40%	3.57%	3.25%	2.94%	2.95%	3.11%
SALEM BOX	0.67%	0.21%	0.46%	0.58%	0.77%	0.70%	1.03%	1.04%	0.83%	0.73%	0.62%	0.48%	0.48%	0.65%
SALEM SP	2.64%	2.79%	-0.15%	2.68%	2.71%	2.58%	2.48%	2.50%	2.57%	2.84%	2.63%	2.46%	2.48%	2.47%
SALEM NEW BOX	0.47%	0.02%	0.45%	0.37%	0.57%	0.50%	0.82%	0.83%	0.63%	0.52%	0.43%	0.29%	0.30%	0.45%
TOT NEWPORT	19.95%	19.66%	0.29%	20.02%	20.17%	19.86%	20.45%	20.41%	19.67%	18.76%	20.08%	20.58%	19.76%	19.26%
NEWPORT BOX	19.39%	19.11%	0.28%	19.45%	19.63%	19.30%	19.89%	19.86%	19.12%	18.18%	19.52%	20.10%	19.15%	18.68%
NEWPORT SP	0.56%	0.55%	0.01%	0.57%	0.55%	0.56%	0.56%	0.55%	0.55%	0.58%	0.56%	0.48%	0.60%	0.59%
TOT KOOL	4.26%	3.69%	0.57%	4.20%	4.16%	4.49%	4.06%	4.89%	3.91%	4.47%	3.70%	3.78%	5.98%	3.54%
KOOL BOX	2.91%	2.51%	0.40%	2.98%	2.89%	2.91%	3.08%	3.63%	2.77%	2.72%	2.67%	2.81%	2.86%	2.64%
KOOL SP	1.35%	1.18%	0.17%	1.22%	1.27%	1.57%	0.98%	1.27%	1.14%	1.75%	1.03%	0.97%	3.12%	0.90%
TOT MOONLIGHT	0.03%	0.04%	-0.02%	0.03%	0.03%	0.02%	0.03%	0.02%	0.02%	0.02%	0.03%	0.01%	0.02%	0.03%

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Salem Slide Results for the New York Area

51842 9754

	AVG Cum Post Pd OCT-CURR	AVG Total 3Q97	Difference	AVG Wkly OCT	AVG Wkly NOV	AVG Wkly DEC	AVG Wkly Jan	Wk Ending 12/7/97	Wk Ending 12/14/97	Wk Ending 12/21/97	Wk Ending 12/28/97	Wk Ending 1/4/98	Wk Ending 1/11/98	Wk Ending 1/18/98	Wk Ending 1/25/98
AIM CARTON VOLUME															
TOT INDUSTRY	1097576	1190902	-93327	1088082	1109063	1097478	1098246	1167421	1115201	1139262	1066552	998956	1174596	1066360	1053782
TOT SALEM	35798	35789	1009	36012	38704	36688	35753	40809	37941	40648	34635	29405	34705	35509	37045
SALEM BOX	7547	2559	4987	6280	8418	8117	7545	11606	9260	8276	6619	4823	5582	7126	9929
SALEM SP	29252	33230	-3978	29732	30286	28571	28207	29203	28681	32372	28016	24582	29123	28383	27116
SALEM NEW BOX	5359	260	5099	4042	6178	5954	5468	9300	7012	5968	4595	2896	3488	5060	7858
FF 85 BOX (inc GOLD)	2235	84	2151	837	2690	3160	2417	5447	3920	2796	2206	1429	1764	2181	3306
FF 100 BOX	791	1	790	1153	925	523	455	668	462	693	517	274	392	463	511
LT 85 BOX	1469	0	1469	1028	1640	1510	1904	2324	1869	1542	1161	654	843	1702	3169
LT 100 BOX (exc Slims)	864	175	689	1024	922	762	692	861	761	937	711	539	489	714	872
FF 85 SP	7940	8775	-835	7979	9244	7446	6958	7265	7205	9410	7114	6236	7479	6729	6667
FF 100 SP	4329	5023	-694	4406	4348	4306	4211	4374	4548	4751	4106	3750	4266	4405	3963
LT 85 SP	7609	9029	-1420	8024	7509	7350	7481	7924	7219	8142	7302	6165	7828	7497	7119
LT 100 SP	4985	5694	-709	5023	4853	4973	5118	5076	5117	5426	4935	4311	5104	5232	5018
SLIM LTS 100 BOX	2188	2299	-111	2238	2241	2163	2077	2306	2248	2308	2024	1927	2094	2066	2071
ULT 85 SP	2334	2502	-168	2290	2318	2332	2432	2414	2421	2379	2375	2071	2430	2475	2391
ULT 100 SP	2055	2207	-152	2009	2015	2164	2006	2150	2171	2264	2184	2049	2016	2045	1958
FF 100 PREFERRED	69	80	-11	70	60	70	79	66	111	48	58	67	91	86	60
LT 100 PREFERRED	189	223	-34	194	176	187	201	208	196	173	161	198	204	238	161
TOT NEWPORT	217141	234083	-16942	215759	220545	216713	215622	230712	219379	213767	214149	205560	232044	210301	204521
NEWPORT BOX	211076	227555	-16479	209675	214569	210769	209264	224566	213198	207124	208207	200751	224971	204131	198691
NEWPORT SP	6066	6528	-463	6084	5975	5944	6358	6146	6181	6643	5942	4809	7073	6170	5830
FF 85 BOX	141128	151875	-10747	139463	143598	141359	140225	150822	143573	138101	138320	135980	150656	136504	133514
FF 100 BOX	37779	40487	-2707	37909	38306	37449	37413	40287	37067	36443	39122	34327	40548	36995	34695
LT 85 BOX	26365	28630	-2265	26589	26665	26179	25900	27328	26397	26472	25550	25146	27976	24804	24921
LT 100 BOX	5804	6564	-760	5714	6002	5782	5727	6129	6161	6108	5215	5298	5791	5828	5561
TOT KOOL	46164	43977	2187	45198	45387	45413	50062	55350	43578	50894	39465	37778	70382	39705	40098
KOOL BOX	31636	29946	1692	32006	31451	31834	30947	40701	30882	31001	28516	28068	33743	29874	29224
KOOL SP	14527	14032	495	13193	13937	13579	19115	14649	12696	19893	10949	9710	36639	9831	10874
FF 85 BOX	16513	16137	376	16948	16364	16442	16107	20826	15565	15986	15352	14483	17613	15101	15606
FF 100 BOX	11074	10163	911	10804	11087	11409	10952	14490	11114	11284	9875	10281	11966	10969	9920
MILD 85 BOX	3180	2854	325	3337	3153	3150	3003	4544	3060	2911	2645	2590	3247	2994	2768
MILD 100 BOX	870	791	79	917	848	832	886	841	1143	820	644	714	917	810	930
TOT MOONLIGHT	287	510	-222	340	315	233	255	258	264	225	273	143	201	306	258
AIM SHARES															
TOT SALEM	3.35%	3.01%	0.35%	3.31%	3.49%	3.34%	3.26%	3.50%	3.40%	3.57%	3.25%	2.94%	2.95%	3.33%	3.52%
SALEM BOX	0.69%	0.21%	0.47%	0.58%	0.76%	0.74%	0.69%	0.99%	0.83%	0.73%	0.62%	0.48%	0.48%	0.67%	0.94%
SALEM SP	2.67%	2.79%	-0.13%	2.73%	2.73%	2.60%	2.57%	2.50%	2.57%	2.84%	2.63%	2.46%	2.48%	2.66%	2.57%
SALEM NEW BOX	0.49%	0.02%	0.47%	0.37%	0.56%	0.54%	0.50%	0.80%	0.63%	0.52%	0.43%	0.29%	0.30%	0.47%	0.75%
TOT NEWPORT	19.78%	19.66%	0.13%	19.83%	19.89%	19.75%	19.63%	19.76%	19.67%	18.76%	20.08%	20.58%	19.76%	19.72%	19.41%
NEWPORT BOX	19.23%	19.11%	0.12%	19.27%	19.35%	19.20%	19.05%	19.24%	19.12%	18.18%	19.52%	20.10%	19.15%	19.14%	18.86%
NEWPORT SP	0.55%	0.55%	0.00%	0.56%	0.54%	0.54%	0.58%	0.53%	0.55%	0.58%	0.56%	0.48%	0.60%	0.58%	0.55%
TOT KOOL	4.21%	3.69%	0.51%	4.15%	4.09%	4.14%	4.56%	4.74%	3.91%	4.47%	3.70%	3.78%	5.99%	3.72%	3.81%
KOOL BOX	2.88%	2.51%	0.37%	2.94%	2.84%	2.90%	2.82%	3.49%	2.77%	2.72%	2.67%	2.81%	2.87%	2.80%	2.77%
KOOL SP	1.32%	1.18%	0.15%	1.21%	1.26%	1.24%	1.74%	1.25%	1.14%	1.75%	1.03%	0.97%	3.12%	0.92%	1.03%
TOT MOONLIGHT	0.03%	0.04%	-0.02%	0.03%	0.03%	0.02%	0.02%	0.02%	0.02%	0.02%	0.03%	0.01%	0.02%	0.03%	0.02%

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51842 9755

2/24/C

Salem MVP $.30 Sniped																		
	24156 - FF SLIDE				24667 - FF CP 100				24157 - LT SLIDE				24665 - LT CP 100				Total	Total
Whse 51	Beg. Bal.	Rec.	Shpmts.	Bal	Beg. Bal.	Rec.	Shpmts.	Bal	Beg. Bal.	Rec.	Shpmts.	Bal	Beg. Bal.	Rec.	Shpmts.	Bal	Rec.	Shpmts.
29-Sep	0	490		490	0	480		480	0	246		246	0	247		247	1,463	0
6-Oct	490	2	183	309	480		144	336	246		183	63	247		144	103	2	654
13-Oct	309		39	270	336		37	299	63		38	25	103		37	66	0	151
20-Oct	270	35	84	221	299	35	80	254	25	204	37	192	66	20	72	14	294	273
27-Oct	221		25	196	254		24	230	192	2	60	134	14		14	0	2	123
3-Nov	196	1	68	129	230		63	167	134	6	70	70	0	200		200	207	201
10-Nov	129	471	35	565	167		33	134	70		35	35	200		58	142	471	161
17-Nov	565		13	552	134		8	126	35	450	11	474	142		10	132	450	42
24-Nov	552		16	536	126		10	116	474		13	461	132		12	120	0	51
1-Dec	536		19	517	116		10	106	461		25	436	120		13	107	0	67
8-Dec	517		30	487	106		32	74	436		28	408	107		29	78	0	119
15-Dec	487		38	449	74		22	52	408		36	372	78		24	54	0	120
22-Dec	449		42	407	52		18	34	372		38	334	54		20	34	0	118
29-Dec	407		20	387	34		8	26	334		20	314	34		10	24	0	58
5-Jan	387		15	372	26		10	16	314		16	298	24		18	6	0	59
12-Jan	372		16	356	16		11	5	298		17	281	6		6	0	0	50
19-Jan	356		36	320	5		5	0	281		32	249	0			0	0	73
26-Jan	320		6	314	0			0	249		14	235	0			0	0	20
2-Feb	314	12	33	293	0	12		12	235	4	39	200	0	4		4	32	72
9-Feb	293		5	288	12		2	10	200		8	192	4		2	2	0	17
16-Feb	288		9	279	10		1	9	192		11	181	2		2	0	0	23
23-Feb	279			[illegible]	9			[illegible]	181			[illegible]	0			[illegible]		
Whse 51 Total		1,011	732	[illegible]		527	518	[illegible]		912	731	[illegible]		471	471	[illegible]	2,921	2,452
				[illegible]				[illegible]				[illegible]				[illegible]		
Sniped Total		1,019	740	279		535	526	9		920	739	181		479	479	0	2,953	2,484

Source: https://www.industrydocuments.ucsf.edu/docs/sqbp0000

2/24

51842 9756

Salem MVP Non-Sniped																		
	23553 - FF Slide				24072 - FF				17606 - LT SLIDE				23558 - LT CP 100				Total	Total
Whse 51	Beg. Bal.	Rec.	Shpmts.	Bal.	Beg. Bal.	Rec.	Shpmts.	Bal.	Beg. Bal.	Rec.	Shpmts.	Bal.	Beg. Bal.	Rec.	Shpmts.	Bal.	Rec.	Shpmts.
22-Sep													0	216		216	216	0
29-Sep	0	252		252	0	144		144	0	126		126	216		2	214	522	2
6-Oct	252		16	236	144		14	130	126		16	110	214		7	207	0	53
13-Oct	236		32	204	130	36	4	162	110		32	78	207		7	200	36	75
20-Oct	204		5	199	162	54	5	211	78	54	5	127	200		3	197	108	18
27-Oct	199	42	5	236	211	16	5	222	127	15	5	137	197		8	189	73	23
3-Nov	236	21	4	253	222	108	2	328	137		12	125	189		37	152	129	55
10-Nov	253		2	251	328		2	326	125		3	122	152		4	148	0	11
17-Nov	251		6	245	326	36	1	361	122	5	8	119	148	36	6	178	77	21
24-Nov	245	1	8	238	361	1	7	355	119	1	8	112	178	2	10	170	5	33
1-Dec	238		3	235	355		6	349	112		5	107	170		7	163	0	21
8-Dec	235		7	228	349		7	342	107		6	101	163		7	156	0	27
15-Dec	228			228	342		2	340	101		3	98	156		5	151	0	10
22-Dec	228	21	3	246	340		4	336	98	42	5	135	151		4	147	63	16
29-Dec	246		4	242	336		3	333	135		5	130	147		4	143	0	16
5-Jan	242			242	333		2	331	130		2	128	143		6	137	0	10
12-Jan	242		3	239	331		3	328	128		7	121	137		11	126	0	24
19-Jan	239		4	235	328		3	325	121		5	116	126		6	120	0	18
26-Jan	235		2	233	325		6	319	116		5	111	120	18	19	119	18	32
2-Feb	233		4	229	319		10	309	111		7	104	119	18	23	114	18	44
9-Feb	229		4	225	309		2	307	104		9	95	114		13	101	0	28
16-Feb	225		5	220	307		10	297	95		8	87	101		29	72	0	52
23-Feb	220				297				87				72					
Whse 51 Total		337	117			395	98			243	156			290	218		1265	589

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